

DROIT, ÉCONOMIE, GESTION

Licence professionnelle E-commerce et marketing numérique

Niveau de
diplôme
BAC +3ECTS
60 créditsDurée
1 annéeLangues
d'enseignement
Anglais

Parcours proposés

- > LP - Outdoor marketing & communication - En anglais

Présentation

A one-year international program, taught in english : 6 months to be operational (september-february) and integrate a company over an internship period of 4 to 6 months (march-august)

Objectifs

Accelerate your professional career by integrating the Outdoor Marketing & Communication Bachelor and become one of the future go-to-Market managers, product managers, communication or marketing managers in the outdoor sports industry.
Apply and propel your career forward with this unique learning experience that combines theory and practical experience with professionals and experts in the outdoor sports industry.

Organisation

Effectifs attendus

20 étudiants

Date de début de la formation : Première semaine de septembre

Date de fin de la formation : Première quinzaine de septembre

Stage (hors formation en alternance)

Internship period of 4 to 6 months (march-august)

The 4 months internship takes place in an outdoor sports industry company in France or abroad.

Modalités des projets tutorés

Each student participates in a group project involving work on a specific issue provided by outdoor sports industry stakeholders.

Admission

A qui s'adresse la formation ?

- Minimum 2 years of higher education studies (120 ECTS)
- Individuals with official recognition of previous professional acquired skills may also apply
- Prerequisites : Good level of english required, strong interest in graphics and design, passionate about outdoor sports, creative / energetic and teamwork minded, good knowledge of digital communication tools as well as social networks

Conditions d'admission

- Être recruté par une entreprise en alternance.
- Etre diplômé de bac +2 : DUT, BTS ou L2 en lien avec le domaine de formation
- Pour les personnes de + de 26 ans inscrites à Pôle Emploi et titulaires d'un Bac+2, formation accessible en alternance sous réserve d'être recruté par une entreprise.
- Possibilité de VAE (Validation des Acquis de l'Expérience).

Candidater et s'inscrire

Candidatures en ligne sur :  <https://ecandidat-usmb.grenet.fr/ecandidat/#!accueilView>

Et après

Métiers visés et insertion professionnelle

- Go-to-Market manager (oversees the messaging, design, and execution of the product offering)
- Product manager
- Marketing/Communication manager
- Marketing activation specialist

Infos pratiques

Contacts

Responsable pédagogique IUT Annecy

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Secrétariat pédagogique

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Scolarité administrative

Scolarité IUT d'Annecy

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Etablissements partenaires

OSV Academy

 <https://www.osv-academy.org/>

Outdoor sports valley

 <https://www.outdoorsportsvalley.org/>

Campus

 Annecy / campus d'Annecy-le-Vieux

En savoir plus

Site de l'IUT d'Annecy

 <https://www.univ-smb.fr/iut-annecy/formation/metiers-industrie-sport/>

Programme

Organisation

The program is structured around 3 major topics :

Discover the sports market culture

- Brand management
- Sports industry market study
- Sustainability
- Outdoor commercial market player study

Design product offer

- Basics of product range design, consumer profiles and segmentation
- Design tools (graphics, colors, tech pack)
- Product communication support tools

Define the communication program

- Communication basics
- Digital communication
- Product launch, trade marketing
- Communication plan
- Consumer and sports marketing
- Podcast creation

LP - Outdoor marketing & communication - En anglais

LP - Outdoor marketing & communication

Semestre 5

	Nature	CM	TD	TP	Crédits
UE501 The outdoor world	UE				11 crédits
Sports industry culture	EC	21h			3 crédits
Outdoor market players & commercial distribution	EC		24h		2 crédits
Brand management & outdoor trends	EC		15h		2 crédits
Project management & professional communication	EC		19h		2 crédits
Sustainability in the outdoors	EC		20h		2 crédits
UE502 Design	UE				9 crédits
Marketing product & product design	EC		12h		1 crédits

Design tools: trends, colors, graphics	EC	12h	1 crédits
Startup week - OSV Academy challenge	EC	36h	3 crédits
Graphic tools	EC	18h	2 crédits
Design product and service design	EC	12h	2 crédits
UE503 Communication	UE		10 crédits
Communication Basics	EC	12h	1 crédits
Big idea	EC	21h	2 crédits
Go-to-market 1 - Content management	EC	27h	2 crédits
Go-to-market 2 - Consumer communication	EC	24h	2 crédits
Go-to-market 3-1 - Trade communication	EC	3h	1 crédits
Go-to-market 3-2 - Communication tools creation	EC	12h	2 crédits
Languages optional LV2	CHOIX		0 crédits
Français FLE (bonus)	MODULE	15h	0 crédits
Allemand (bonus)	MODULE	15h	
Espagnol (bonus)	MODULE	15h	
Italien (bonus)	MODULE	15h	

Semestre 6

	Nature	CM	TD	TP	Crédits
UE601 Communication strategy	UE				4 crédits
Communication action plan	EC		18h		2 crédits
Global strategy plan	EC		9h		1 crédits
Innovation management	EC		12h		1 crédits
UE602 Design & communication tools	UE				6 crédits
Custom relationship management	TD		12h		1 crédits
Product communication support tools	EC		12h		1 crédits
Communication digitalisation & AI management	EC		36h		3 crédits
Video creation	EC		12h		1 crédits
UE603 Consulting project	UE				8 crédits
Group project	EC				8 crédits
UE604 Internship	UE				12 crédits
Internship	EC				12 crédits